

## ABSTRACT OF THE DISCLOSURE

An information providing apparatus for providing information to the user based on an action plan, comprising: an  
5 acquiring unit for acquiring the action plan, which includes a time and date schedule of the user; a time and date detecting unit for detecting present time and date; a provision-information selecting unit connected to the acquiring unit and the time and date detecting unit, the provision-information selecting unit  
10 selecting provision-information provided to the user according to the time difference between the present time and date, which is detected by the time and date detecting unit, and the time and date schedule of the action plan acquired from the acquiring unit; and a providing unit connected to the provision-information  
15 selecting unit, the providing unit providing the user with the provision-information selected by the provision-information selecting unit.

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